

MERIT
MERIT AWARDS LAUNCH
MARCH, 1994

						PROJECT CODE: K410	
EXP		CIRC	COST/ITEM	EST. REDEM.	UPC REQ.	TOTAL COST	UNITS MOVED
202	PRODUCTION	1,400,000	\$0.37			\$511,000	
202	POSTAGE	1,400,000	\$0.29			\$400,000	
202	PAPER	1,400,000	\$0.18			\$250,000	
						<u>\$1,161,000</u>	
360	<u>COUPONS</u>						
	U. LOYAL						
	(3) \$1.00 OFF CTN/4 PKS	199,822	\$1.10	33%		\$217,606	31,651,805
	LOYAL						
	(3) \$1.50 OFF CTN/4 PKS	226,042	\$1.80	25%		\$271,250	27,125,040
	VULNERABLE						
	(3) \$2.00 OFF CTN/4 PKS	42,238	\$2.10	25%		\$66,525	5,068,560
	UNKNOWN						
	(3) \$2.00 OFF CTN/4 PKS	285,323	\$2.10	22%		\$395,458	30,130,109
	COMPETITIVE LOW/LOWER						
	(2) \$2.00 OFF CTN/4 PKS	424,461	\$2.10	22%		\$392,202	29,882,054
	B2G1F	424,461	\$1.85	25%		\$196,313	6,366,915
	COMPETITIVE LOWEST						
	(2) \$2.00 OFF CTN/4 PKS	183,173	\$2.10	22%		\$169,252	12,895,379
	B2G1F	183,173	\$1.85	25%		\$84,718	2,747,595
	PACK THRESHOLD CONTROL						
	(3) \$1.00 OFF 4-PACKS	10,000	\$1.10	20%		\$5,600	480,000
	PACK THRESHOLD TEST						
	(3) \$.50 OFF 2-PK	10,000	\$0.60	17%		\$3,060	204,000
	TOTAL COUPON COSTS	1,381,059				<u>\$1,802,984</u>	<u>146,551,457</u>
	<u>INCENTIVES</u>						
070	FREE CARTON - LIVE PRODUCT	1,234,918	\$9.37 *	4.00%	60	\$462,847	59,276,084
070	FREE CARTON - CPN	146,141	\$17.73 **	4.00%	60	\$103,643	7,014,768
133	\$10.00 CHECK	1,381,059	\$10.50	4.60%	70	\$67,051	88,940,200
	SUBTOTAL					<u>\$1,233,542</u>	<u>155,231,032</u>
	TOTAL					<u>\$4,197,526</u>	
	FAVORABLES/(UNFAVORABLES)					<u>\$0</u>	
	TOTAL					<u>\$4,197,526</u>	<u>301,782,489</u>
	<u>COST OF FREE CARTON *</u>						
	CIGARETTES	\$8.00					
	CORRUGATED BOX	\$0.85					
	PRE-CON ASSEMBLY	\$0.52					
	TOTAL	\$9.37					
	POSTAGE (PD BY CONSUMER)	\$2.90					
	GRAND TOTAL	\$12.27					
						CPM	<u>\$13.91</u>

** NY, NEW HAMPSHIRE & IOWA - BY LAW CANNOT RECEIVE PRODUCT

(MARCH AWARDS LAUNCH - 9/27/94)

2072407527

MERIT
MERIT AWARDS - BROCHURE W/3 ITEMS
JUNE, 1994

						PROJECT CODE: K420	
EXP	CIRC.	COST/ITEM	PO #	EST. REDEM.	UPC REQ.	TOTAL COST	UNITS MOVED
202 PRODUCTION CATALOG COST	1,800,000	\$0.50				\$900,000	
202 POSTAGE	1,800,000	\$0.29				\$514,286	
202 PAPER	1,800,000	\$0.21				\$385,714	
						<u>\$1,800,000</u>	
202 KEYING CHARGES FOR REFER A FRIEND (LEO)						\$200,000	
360 COUPONS							
U. LOYAL							
\$1.00 OFF CTN/4 PKS	188,609	\$1.10		33%		\$68,465	9,460,627
\$2.00 OFF CTN	188,609	\$2.10		33%		\$130,706	12,448,194
LOYAL							
\$1.50 OFF CTN/5 PKS	214,377	\$1.60		25%		\$85,751	8,575,080
\$2.00 OFF CTN	214,377	\$2.10		25%		\$112,548	10,718,850
VULNERABLE							
\$1.00 OFF CTN/4 PKS	125,039	\$1.10		25%		\$34,386	4,751,482
\$2.00 OFF CTN/5 PKS	125,039	\$2.10		25%		\$65,645	5,001,560
\$2.00 OFF CTN	125,039	\$2.10		25%		\$65,645	6,251,950
UNKNOWN							
\$1.00 OFF CTN/4 PKS	555,958	\$1.10		22%		\$134,542	18,591,236
\$2.00 OFF CTN/5 PKS	555,958	\$2.10		22%		\$256,853	19,569,722
\$2.00 OFF CTN	555,958	\$2.10		22%		\$256,853	24,462,152
COMPETITIVE LOW/LOWER							
\$2.00 OFF CTN/5 PKS	401,644	\$2.10		22%		\$185,560	14,137,869
\$2.00 OFF CTN/5 PKS	401,644	\$2.10		22%		\$185,560	14,137,869
B2G1F	401,644	\$1.85		25%		\$185,760	6,024,660
COMPETITIVE LOWEST							
\$2.00 OFF CTN/5 PKS	279,041	\$2.10		22%		\$128,917	9,822,243
\$2.00 OFF CTN/5 PKS	279,041	\$2.10		22%		\$128,917	9,822,243
B2G1F	279,041	\$1.85		25%		\$129,056	4,185,615
HOLDOUTS	60,000						
TOTAL COUPON COSTS	1,824,668					\$2,155,163	168,500,724
INCENTIVES							
133 PICNIC BACK PACK	1,824,668	\$27.67	Y13676	2.0%	150	\$1,009,771	109,480,080
133 WOOL BLANKET	1,824,668	\$0.00		2.8%	75	\$0	76,636,056
133 UMBRELLA	1,824,668	\$8.76	Y13604	1.5%	50	\$239,707	27,370,020
SUBTOTAL						<u>\$1,249,478</u>	213,486,156
TOTAL						<u>\$5,404,641</u>	
FAVORABLES/(UNFAVORABLES)						<u>\$0</u>	
TOTAL						<u>\$5,404,641</u>	381,986,880
						CPM	\$14.15

(JUNE AWARDS BROCHURE - 8/27/84)

2072407528

MERIT
MERIT AWARDS CATALOG - CONTINUITY
SEPTEMBER, 1994

PROJECT CODE: K430

<u>EXP</u>	<u>CIRC.</u>	<u>COST/ITEM</u>	<u>EST. REDEM.</u>	<u>UPC REQ.</u>	<u>TOTAL COST</u>	<u>UNITS MOVED</u>
202 PRODUCTION	1,800,000	\$0.80			\$1,440,000	
PAPER	1,800,000	\$0.28			\$500,000	
203 MISC. CATALOG DEVELOPMENT (50% FAIR SHARE)						
CYRK	\$100,000				\$50,000	
<u>CATALOG</u>						
CREATIVE	\$50,000				\$25,000	
PRODUCTION	\$200,000				\$100,000	
PHOTOSHOOT	\$260,000				\$130,000	
202 POSTAGE	1,800,000	\$0.22			\$400,000	
					<u>\$2,645,000</u>	
360 <u>COUPONS</u>						
U. LOYAL						
(3) \$1.00 OFF CTN/4 PKS	254,500	\$1.10	35%		\$293,948	42,756,000
LOYAL						
(3) \$1.50 OFF CTN/4 PKS	314,000	\$1.60	30%		\$452,160	45,216,000
VULNERABLE/UNKNOWN						
(3) \$2.00 OFF CTN/4 PKS	500,500	\$2.10	25%		\$788,288	60,060,000
COMPETITIVE						
(2) \$2.00 OFF CTN/4 PKS	655,000	\$2.10	20%		\$550,200	41,920,000
B2G1F	655,000	\$1.85	20%		\$242,350	7,860,000
TOTAL COUPON COSTS	<u>1,724,000</u>				<u>\$2,326,945</u>	<u>197,812,000</u>
<u>INCENTIVES</u>						
133 CONTINUITY - 10 ITEMS	\$1,579,334	50% SPLIT 94/95			789,667	192,226,900
289 CATALOGS	1,773,000	0.10			\$177,300	
					<u>\$5,938,912</u>	
FAVORABLES/(UNFAVORABLES)					<u>\$0</u>	
TOTAL					<u>\$5,938,912</u>	<u>390,038,900</u>
					CPM	\$15.23

(SEPT AWARDS CATALOG II - 9/27/94)

2072407529

MERIT
MERIT YEAR END VOLUME PULL
DECEMBER, 1994

	<u>CIRC.</u>	<u>COST/ITEM</u>	<u>EST. REDEM.</u>	<u>UPC REQ.</u>	<u>PROJECT CODE: K450</u>	
					<u>TOTAL COST</u>	<u>UNITS MOVED</u>
PRODUCTION	1,800,000	\$0.44			\$788,824	
POSTAGE	1,800,000	\$0.24			\$423,529	
PAPER	1,800,000	\$0.18			\$317,647	
					<u>\$1,530,000</u>	
<u>COUPONS</u>						
U. LOYAL						
(3) \$1.00 OFF CTN/4 PKS	254,500	\$1.10	35%		\$293,948	42,756,000
LOYAL						
(3) \$1.50 OFF CTN/4 PKS	314,000	\$1.60	30%		\$452,160	45,216,000
VULNERABLE/UNKNOWN						
(3) \$2.00 OFF CTN/4 PKS	500,500	\$2.10	25%		\$788,288	60,060,000
COMPETITIVE						
(2) \$2.00 OFF CTN/4 PKS	655,000	\$2.10	20%		\$550,200	41,920,000
B2G1F	655,000	\$1.85	20%		\$242,350	7,860,000
TOTAL COUPON COSTS	<u>1,724,000</u>				<u>\$2,326,945</u>	<u>197,812,000</u>
<u>BOUCEBACK</u>						
CALENDER (FREE W/15 PK UPC)	1,700,000	\$2.00	3.00%	15	\$102,000	15,300,000
SUBTOTAL					\$102,000	15,300,000
ADDITIONAL FUNDS FOR CPNS					\$104,400	
TOTAL					<u>\$4,063,345</u>	
FAVORABLES/(UNFAVORABLES)					\$0	
TOTAL					<u>\$4,063,345</u>	<u>213,112,000</u>
					CPM	\$19.07

(DEC YR END VOL PULL - 9/27/94)

2072407530